

## MEMORANDUM

Agenda Item No. 11(A)(10)

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**TO:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

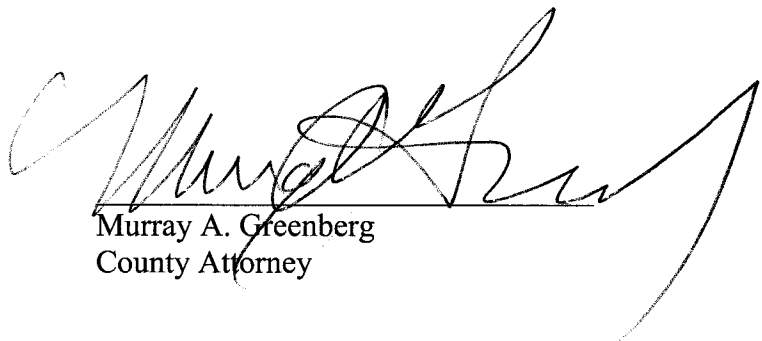
**DATE:** December 6, 2005

**FROM:** Murray A. Greenberg  
County Attorney

**SUBJECT:** Resolution authorizing  
in-kind services from the  
Consumer Services and  
Transit Departments for the  
Art Basel Miami Beach  
exhibit

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The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Bruno A. Barreiro.



Murray A. Greenberg  
County Attorney

MAG/bw



# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**DATE:** December 6, 2005

**FROM:** Murray A. Greenberg  
County Attorney

**SUBJECT:** Agenda Item No. 11(A)(10)

Please note any items checked.

- ☐ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 11(A)(10)  
12-6-05

RESOLUTION NO. \_\_\_\_\_

RESOLUTION AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE CONSUMER SERVICES DEPARTMENT AND THE MIAMI-DADE TRANSIT DEPARTMENT FOR THE MCH SWISS EXHIBITION (BASEL) LTD.'S DECEMBER 1-4, 2005 ART BASEL MIAMI BEACH IN AN AMOUNT NOT TO EXCEED \$24,000.00 TO BE FUNDED FROM THE COUNTYWIDE IN-KIND RESERVE FUND

**WHEREAS**, MCH Swiss Exhibition (Basel) Ltd. has requested in-kind services from the Miami-Dade Consumer Services Department and the Miami-Dade Transit Department for the December 1-4, 2005 Art Basel Miami Beach in an amount not to exceed \$24,000.00 (see attached Fee Waiver/In-Kind Service Application); and

**WHEREAS**, Art Basel Miami Beach is a major event, as that term is defined in the attached Fee Waiver/In-Kind Service Application, and the in-kind services shall be funded in part from the Countywide In-kind Reserve Fund,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board authorizes in-kind services from the Miami-Dade Consumer Services Department and the Miami-Dade Transit Department for the December 1-4, 2005 Art Basel Miami Beach in an amount not to exceed \$24,000.00 to be funded from the Countywide In-kind Reserve Fund.

The foregoing resolution was sponsored by Commissioner Bruno A. Barreiro and offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The foregoing resolution was sponsored by Commissioner Bruno A. Barreiro and offered  
by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded  
by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as  
follows:

Joe A. Martinez, Chairman	
Dennis C. Moss, Vice-Chairman	
Bruno A. Barreiro	Dr. Barbara Carey-Shuler
Jose "Pepe" Diaz	Carlos A. Gimenez
Sally A. Heyman	Barbara J. Jordan
Dorrin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared the resolution duly passed and adopted this 6<sup>th</sup> day  
of December, 2005. This resolution shall become effective ten (10) days after the date of its  
adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an  
override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

DDC

Diamela del Castillo

**MIAMI-DADE COUNTY  
FEE WAIVER/IN-KIND SERVICES APPLICATION**

Consumer Services \$5,550.00  
Transit \$18,450.

COUNTY FEE WAIVERS OR IN-KIND SERVICES REQUESTED THROUGH THIS PROCESS ARE NOT EFFECTIVE UNTIL APPROVED BY  
ACTION OF THE BOARD OF COUNTY COMMISSIONERS PURSUANT TO THE MIAMI-DADE COUNTY HOME RULE CHARTER

Please complete the following form and submit completed form along with requested materials, if applicable, to:

Special Events Staff  
Communications Department  
111 N.W. 1<sup>st</sup> Street, Suite 2510  
Miami, FL 33128

Phone: (305) 375-2836  
Fax: (305) 375-3968

Type of Event/Application (select one of the following):

- ☐ District Event - Event of minimal impact related to specific commission district (Complete questions 1-7, sign and date; copy will be submitted to the appropriate District Commissioner within two days of receipt of application.)
- ☐ Small Event - Event of minimal impact not necessarily related to a specific commission district. (Complete questions 1-7, sign and date.)
- ☐ Special Event - Event with expected attendance of less than 5,000 with localized impact limited to an individual community or municipality (Complete questions 1-12, sign, date and submit form no later than 60 days prior to event date.)
- ☒ Major Event - Large Event with expected attendance of over 5,000 or significant probability of protests, controversy, violence or vandalism (Complete questions 1-12, sign, date and submit form no later than 120 days prior to event date.)

1. Full legal name of the requesting organization: MCH Swiss Exhibition (Basel) Ltd.

2. Applicant Status: (Select one of the choices below)

- ☒ Not-For-Profit or Tax Exempt  
☒ For-Profit  
☐ County Sponsored Event/Sponsoring Department  
☐ Other (specify): \_\_\_\_\_
- ☐ Local Government or Public Entity

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.): Annette Schönbolzer  
Show Manager - Messeplatz, 10, 2<sup>nd</sup> floor / Art Basel 4005 Switzerland  
Tel: 011-41-58-206-2758, Fax: 011-41-58-206-3132, annette.schoenbolzer@artbasel.com

4. Specify fee waiver or in-kind service requested (quantify, if applicable): Metro Bus service to and from  
various locations, similar to 2004, and also to have  
taxi stands at various locations.

5. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries):  
Art Basel Miami Beach, Dec. 1-4, 2005  
(See Attached)

6. Please select ALL that apply to event:

- ☐ Economic Development: Event supports vitality or growth of the local economy
- ☐ Youth/Education: Event benefits youth of any age and/or offers educational benefits
- ☐ Health and Social Services: Event supports health-related causes and/or social programs or institutions that improve quality of life within the community
- ☒ Arts and Culture: Event supports music, theatre, literature, art or culture
- ☐ Environmental: Event benefits environmental concerns or promotes conservation
- ☐ Sports and Athletics: Event supports/promotes organized sports or recreational participation

7. Physical address of event venues (please specify Commission District(s)): District 5 - primarily at the  
Miami Beach Convention Center - 1901 Convention Center Dr., as well as various  
locations on Miami Beach & Miami.

MIAMI-DADE COUNTY  
FEE WAIVER/IN-KIND SERVICES APPLICATION

8. Description of regional or local impact (See Attached)
9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable): Nov. 30 - Dec. 3  
Nov. 30 - 8am - 3pm; Dec. 4 Nov. 30 - 6pm; Nov. 12 - 12: Nov. 17-29  
More Date Dec. 5-8
10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable): (See Attached)
11. Expected number of participants and estimated attendance (per day, if applicable): 45,000
12. Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed): (See Attached)

I hereby certify that all the statements made in this application are true and correct.

Signature of Authorized Representative

Bob Goodman  
Florida Representative  
Art Basel Miami Beach

Date

**Question #5**

Funds are requested to support the international art fair Art Basel Miami Beach presented by MCH Swiss Exhibition (Basel) Ltd. The main venues are the Miami Beach Convention Center (Halls A & D) and the beachfront at Collins Park where shipping containers are turned into contemporary gallery spaces. The show anticipates to attract an audience of up to 50,000 visitors (collectors, museum directors, curators, media representatives, general public), generating thousands of hotel nights and media attention all over the globe. Art Basel Miami Beach does not only create a platform for sales of contemporary and modern art but reaches out to other cultural and entertainment fields such as architecture, design, music, film, etc. by creating unique and innovative cross-over events in partnership with local institutions and organizers in Miami Beach and Miami Dade County. The first edition took place in December 2002. It is the sister event of the internationally recognized art fair Art Basel, which took place for the 36<sup>th</sup> edition in June 2005 in Basel, Switzerland.

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**Question #8**

Art Basel Miami Beach is an annual event with a growing stream of visitors from all over the country and abroad. The fair promotes Miami Beach throughout the year with its extensive regional, national and international advertising, news releases and media partnerships and brings Miami Beach to the attention of the culturally interested public worldwide. In its third year, 2004, the fair attracted over 45,000 visitors and has been granted A-priority status by the City of Miami Beach. Based upon the positive response after three first editions (2002, 2003 and 2004), we anticipate a substantial increase of visitors; regionally, nationally and internationally. Locally, the fair creates a heightened awareness towards, the visual and fine arts by collaborating closely with a wide range of cultural institutions and private persons.

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**Question #10**

A wide range of crossover events, museum openings and special events are co-produced with local collectors, gallery owners, museums, private and cultural institutions, hotel partners, etc. Art Basel Miami Beach is organized and presented by the MCH Swiss Exhibition (Basel) Ltd. in Basel, Switzerland. What makes Art Basel Miami Beach truly a South Florida attraction is that many events take place at other venues throughout Miami Beach, locations in Miami-Dade County, Broward, and Palm Beach Counties. The list of events and participants include:

- The main art show ("Art Galleries", "Art Statements", "Art Nova") taking place at the Miami Beach Convention Center (Halls A & D) including 197 galleries from all over the world.
- The exhibition section "Art Positions", a container village of 20 containers converted into temporary gallery spaces on the beachfront at Collins Park.
- "Art Basel Conversations", series of panel discussions showcasing renowned lecturers from the fields of architecture, art collecting, etc.
- The "Art Video Lounge" at the Garden Conservancy (Botanical Gardens), daily programs of video art.
- "Art Positions Happy Hour", Daily program with open-air bar and DJs at container village at Collins Park.
- The Welcome Party at the Delano Hotel.
- The Goodbye Party at the Shore Club Hotel.
- The Opening Night event on the Beachfront at "Art Positions".
- "Art Loves Film" crossover event featuring a film and director (open to the public at the Colony Theater)
- "Art Loves Design" at the Design District.
- Two further "Art Loves..." events to be defined
- "Art Lounge" at the Shore Club Hotel
- "Art Sound Lounge" and "Art Bar" at the Garden Conservancy (Botanical Gardens).
- "Art Club" at Crobar.
- Museums Openings, receptions (including Bass Museum, Wolfsonian, MAM, MOCA, PBICA)
- Collector's tours to private collections and exhibitions (including the Rubell Family Collection, Margulies Warehouse, Moore Space, Dennis & Debra Scholl Private Collection, Rosa de la Cruz Private Collection, Ruth & Richard Shack Private Collection.
- Bvlgari event at the Dupont Building.



Further events to be defined.

**Project Expense Budget (2004-2005)**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. NOTE: Total project expenses and revenues must equal.

			TOTAL CASH	=	TDC GRANT	+	CASH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	24	1'079'178				1'079'178	
ARTISTIC:	NUMBER OF ARTISTS:	3	55'761				55'761	
TECHNICAL:	NUMBER OF EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:							
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	8						
MARKETING/PUBLICITY			1'889'983		7'575		1'882'388	
PRINTING								
POSTAGE								
IN COUNTY TRAVEL								
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL								
EQUIPMENT PURCHASE								
SPACE RENTAL			386'181				386'181	
INSURANCE								
UTILITIES								
SUPPLIES/MATERIALS			3'533'892				3'533'892	
<b>OTHER COSTS (ITEMIZE BELOW):</b>								
Management Fee (NSE)			768'631				768'631	
Operations and Staff			539'834				539'834	
Special Events			552'713				552'713	
Revenue			150'847				150'847	

(44) GRANT AMOUNT REQUESTED\*\*  
(MUST EQUAL #48 ON PAGE 8)

7'575

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

8'957'000

7'575

8'949'425

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contribution must not exceed  
25% of the Total Cash Expenses.

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 7)

\$ 8'957'000

Sum of #45 Cash & #46 In-kind

\*In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% In-kind)

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

### PROJECT REVENUE BUDGET (2004-2005)

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	262'014		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	1'687'005		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS - (IDENTIFY SOURCE)			
FEDERAL			
STATE			
LOCAL VCA	100'000		
APPLICANT CASH ON HAND			
OTHER REVENUES (ITEMIZE BELOW):			
Exhibitors / Vendors	6'651'482		
Catalog Sales	49'750		
Advertising Sales	41'458		
Waived Fees/ Cash Contributions	35'757		
Miscellaneous	121'959		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	7'576		

(49) TOTAL CASH REVENUES  
(MUST EQUAL #45 ON PAGE 7)

8'957'000

(50) TOTAL IN-KIND CONTRIBUTIONS  
(MUST EQUAL #46 ON PAGE 7)

(51) TOTAL PROJECT REVENUES  
(MUST EQUAL #47 ON PAGE 7)

\$ 8'957'000

\*Sum of #49 Cash & #50 In-kind

**ORGANIZATIONAL BUDGET**

FISCAL YEAR (MONTH/DAY): \_\_\_\_\_ TO \_\_\_\_\_

<u>EXPENSES</u>	<u>CURRENT</u>		<u>COMPLETED</u>	
	FY	2005 - 2006	FY	2004 - 2005
PERSONNEL - ADMINISTRATIVE		1'079'178		1'041'226
PERSONNEL - ARTISTIC		55'761		53'800
PERSONNEL - TECHNICAL				
OUTSIDE ARTISTIC FEES/SERVICES				
OUTSIDE OTHER FEES/SERVICES				
MARKETING/PUBLICITY		1'889'863		1'823'497
TRAVEL/TRANSPORTATION				
EQUIPMENT RENTAL				
EQUIPMENT PURCHASE				
SPACE RENTAL		386'181		372'600
UTILITIES				
REMAINING OPERATING EXPENSES		5'545'917		5'205'338
TOTAL CASH EXPENSES		8'957'000		8'469'461
IN-KIND CONTRIBUTIONS (ATTACH ITEMIZED LIST)				
<b><u>TOTAL EXPENSES</u></b>		<b>8'957'000</b>		<b>8'469'461</b>
<u>REVENUES</u>				
ADMISSIONS		252'014		252'800
CONTRACTED SERVICES				
TUITIONS				
CORPORATE SUPPORT		1'587'005		1'627'677
FOUNDATION SUPPORT				
PRIVATE/INDIVIDUAL SUPPORT				
GOVERNMENT GRANTS - FEDERAL				
GOVERNMENT GRANTS - STATE				
GOVERNMENT GRANTS - LOCAL		107'575		115'075
APPLICANT CASH ON HAND				-145'490
OTHER REVENUES		6'900'406		6'646'399
TOTAL CASH INCOME		8'957'000		8'489'481
IN-KIND CONTRIBUTIONS (ATTACH ITEMIZED LIST)				
<b><u>TOTAL INCOME</u></b>		<b>8'957'000</b>		<b>8'469'461</b>

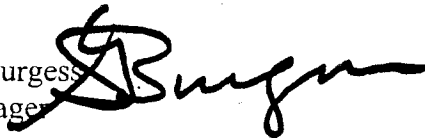
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# Memorandum



**Date:** December 6, 2005

**To:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**From:** George M. Burgess  
County Manager 

**Subject:** Countywide In-Kind Reserve Request Recommendation

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The Office of Strategic Business Management (OSBM) has reviewed the attached in-kind request and recommends for the item to move forward to the Board of County Commissioners for consideration. The countywide in-kind reserve balance allows for the funding of this request.

## Background

MCH Swiss Exhibition (Basel) Ltd. has requested in-kind services for their annual Art Basel Miami Beach event scheduled for December 1-4, 2005.

In-kind services have been requested in the amount of \$5,550 from the Consumer Services Department for taxi stands at various locations throughout Miami-Dade County, and \$18,450 from Miami-Dade Transit for shuttle buses to various locations throughout Miami-Dade County. These in-kind services will be funded by the countywide in-kind reserve.

In FY 2005-06 MCH Swiss Exhibition (Art Basel) Ltd. has not received any County funding.

inkind01106